MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023

DCS5144 – INTRODCUTION TO INFORMATION SYSTEMS

(All sections/Groups)

22 November 2022
9.00a.m. – 11.00a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 5 pages with 2 sections.

2. Attempt **ALL** questions in Section A and Section B. The distribution of the marks for each question is given.

3. Please write all your answers for Section A on the OMR form provided and all answers for Section B in the Answer Booklet provided.

SECTION A: Multiple Choice Questions (20 Marks)

1. Which of the following is **NOT** the effects of globalisation?
   a. Reduction of labor costs through outsourcing.
   b. Increased ability to find low-cost suppliers.
   c. Increases in transaction costs.
   d. Ability to reliably obtain price and quality information worldwide.

2. The top 5 best-selling books in this week is an example of _____.
   a. input
   b. process
   c. output
   d. feedback

3. A legacy computer system is an example of the _____ dimension of business problems.
   a. people
   b. technology
   c. management
   d. organisational

4. _____ is the system used by middle management that supports making decisions that are unique, rapidly changing, and not easily specified in advance.
   a. Management information system
   b. Transaction processing system
   c. Executive support system
   d. Decision support system

5. Which of the following can typically access a company's intranet?
   a. The firm's suppliers.
   b. The firm's customers.
   c. The firm's employees.
   d. The firm's outside contractors.

6. In a business environment, the focus of the collaboration is to _____.
   a. accomplish the task at hand
   b. provide a sense of community
   c. foster better communication
   d. prevent miscommunication.

Continued ...

7. A firm can exercise greater control over its suppliers in terms of price, quality, and delivery schedules by having _____.
   a. more suppliers
   b. fewer suppliers
   c. global suppliers
   d. only a single supplier

8. Which of the following illustrates the use of information systems to achieve product differentiation?
   a. An electrical appliance dealer's use of information systems to determine which models and options for its customers are most likely to buy.
   b. A shoe manufacturer's use of information systems in selling custom, made-to-order shoes directly to customers.
   c. A furniture manufacturer's use of information systems to facilitate direct access from suppliers to production schedules.
   d. A grocery store chain's use of information systems to produce products and services at a lower price than competitors.

9. _____ refers to the ease with which consumers can find out the variety of prices in a market.
   a. Information density
   b. Cost transparency
   c. Price transparency
   d. Price discrimination

10. Market creator _____.
    a. generates revenue from advertising or from directing buyers to sellers
    b. save users money and time by processing online sales transactions
    c. provides a digital environment where buyers and sellers can establish prices for products
    d. sells physical products directly to consumers or individual businesses

11. Waze is a GPS app that encourage drivers or passengers to self-report accidents and other roadway incidents to provide real-time information to the users. This is an example of _____.
    a. prediction markets
    b. behavioral targeting
    c. long-tail markeing
    d. crowdsourcing

12. _____ is the phase of decision-making that finds or recognises a problem.
    a. Design
    b. Intelligence
    c. Choice
    d. Definition

Continued ...

13. A national apparel retail chain client has requested you to develop a system that would provide apps notification about special discounts to potential customers when the customers are near to their shops. Which of the following tools will provide the solution?
    a. Neural networks
    b. Location analytics
    c. Operational analytics
    d. Big data analytics

14. _____ is a tangible benefit of information systems.
    a. Improved asset usage
    b. Better corporate image
    c. Reduced working hours
    d. Improved resource control

15. A _____ model is a method for deciding among alternative systems based on a system of ratings for selected objectives.
    a. scoring
    b. scorecard
    c. portfolio
    d. capital budgeting

16. Which of the following is **NOT** a factor used in making the business case for a specific new system?
    a. Customer and supplier relationships
    b. Financial rationale
    c. Survival
    d. Employee morale

17. All of the followings are specific security challenges that threaten corporate systems in a client/server environment **EXCEPT** _____.
    a. copying of data
    b. alteration of data
    c. radiation
    d. hardware failure

18. Which of the following refers to eavesdroppers driving by buildings or parking outside and trying to intercept wireless network traffic?
    a. War driving
    b. Sniffing
    c. Cyber vandalism
    d. Drive-by tapping

Continued ...

19. _____ is the mechanism to determine responsibility for an action which is a feature of social institutions.
    a. Due process
    b. Accountability
    c. The courts of appeal
    d. The judicial system

20. A colleague at work takes small amounts of office supplies for her own personal use, saying that this is a tiny loss to the company. You tell her that if everyone were to take office supplies, then the loss would no longer be minimal. Your rationale expresses which of the following ethical principles?
    a. Kant's Categorical Imperative
    b. The Golden Rule
    c. The Risk Aversion Principle
    d. The "no-free-lunch" rule

SECTION B: Structured Questions (80 Marks)

QUESTION 1

a. Based on the scenario below, explain and show how the Problem-Solving Approach is used to solve this information related problem. **(11 marks)**

> *Jeremy works as the system analyst in Company C. His manager told him that staff always spent a lot of time for searching free parking slot as they are not sure whether the company parking area that they enter still has empty slot.*

b. Hotel A has invested huge amount in integrated hotel system to enhance customer information management across its subsidiaries. List and explain **THREE** business objectives that the hotel wants to achieve. **(9 marks)**

(Total: 20 marks)

QUESTION 2

a. What are the **FOUR** competitive strategies enabled by information systems that firms can pursue? **(8 marks)**

b. Define and give **ONE** example for the following term:
    i) Disruptive technology **(2 marks)**
    ii) Digital goods **(2 marks)**

c. Briefly explain how social graph is used in e-commerce marketing and list **FOUR** features of social commerce that are driving its growth. **(8 marks)**

(Total: 20 marks)

Continued ...

QUESTION 3

a. Describe how a manager might be able to use geographic information systems in decision making. **(3 marks)**

b. What is an expert system? Describe how it works. **(5 marks)**

c. The information system department is going to develop a mobile app for customer service.
   i) What are the issues must be addressed when developing the mobile apps? **(4 marks)**
   ii) What is the alternative of mobile app for the mobile users? **(4 marks)**

d. What is user-designer communication gap? **(4 marks)**

(Total: 20 marks)

QUESTION 4

a. After the main risks of your company's systems have been identified, your company will need to develop a security policy for protecting the company's assets. Define and describe the following terms:
   i) Security policy **(3 marks)**
   ii) Acceptable use policy (AUP) **(3 marks)**
   iii) Identity management **(3 marks)**

b. What is software metric? Give **FOUR** examples of software metric. **(6 marks)**

c. What are the steps in an ethical analysis? **(5 marks)**

(Total: 20 marks)

End of Paper